



Pino-Gallagher to Lead DATCP's Market Development

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MADISON —Jen Pino-Gallagher has been selected to be the Bureau Director of Market Development at the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Previously, Pino-Gallagher had been an Economic Development Consultant and head of the International Trade Team at DATCP since 2006.

"Jen Pino-Gallagher has been a tremendous leader in providing the state's export services to Wisconsin's agricultural companies, and I am elated to have her as the new Bureau Director of the Market Development at DATCP," said Mike Powers, the Agricultural Development Division Administrator. "From growing up on a dairy and beef farm in Iowa to gaining years of experience in the private sector, Jen will continue be a great asset to the division and the state's agricultural industry in this new role."

As Bureau Director, Pino-Gallagher will continue to oversee the International Trade Team as well as local marketing efforts, specialty crop development, agricultural promotion, and marketing orders. She began her duties on December 19, 2011.

Pino-Gallagher replaces Lora Klenke who was tapped earlier this year to serve as the Vice President of International Development at the Wisconsin Economic Development Corporation (WEDC).

"I am very grateful and honored to be given the important responsibility of working with the entire Market Development Bureau to move our mission of growing Wisconsin agriculture forward," said Pino-Gallagher. "I look forward to using my experience and passion for agriculture to build our business in Wisconsin and internationally."

During her time at DATCP, Pino-Gallagher has developed a strategy for state export development, coordinated international trade missions, interpreted export regulations to educate Wisconsin exporters and represented the agency in meetings with foreign officials. Since 2009, Pino-Gallagher has also served as the communications director on the board of directors for the Madison International Trade Association (MITA). In this role, she was responsible for creating and executing marketing, communications and social media promotions for MITA. Since 2010, Pino-Gallagher has sat on the board of directors for the US Livestock Genetic Export Council, a USDA-funded association that promotes the exports of livestock and genetics.

Prior to her service at DATCP, Pino-Gallagher was the International Marketing Manager at CUNA Mutual and the Marketing Program Manager at the Wisconsin Energy Conservation Corporation. Pino-Gallagher received a Bachelor of Arts Degree in communications and Spanish from the University of Northern Iowa. Pino-Gallagher spent time living and studying abroad in Mexico during college, and in 2000 she worked as a volunteer on organic farms in France.

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